



Milan High School
Jason Pearson

The beginning

On average, 11 teens die everyday from texting while driving. As a group, we knew we needed to campaign the risks and dangers of texting and driving to as many high school students as we could. This is when we decided we were going to focus on a no texting and driving campaign.

The objectives for our campaign were to:

- **Educate** teen drivers
- **Help** parents protect their teens
- **Raise** awareness at our school
- **Raise** awareness at other schools
- **Involve** the community

The main **goal** with the campaign was to get at least **700** students to sign the pledge not to text and drive.

Our no texting and driving campaign was targeted to students aged 15 to 19 which were found mostly in high schools. Our secondary target market was adults aged 19 and older. Our secondary target market was found around the community. The "BRB Gotta Drive" campaign was able to reach almost 3,000 students from the age 15 to 19 along with adults around the community over the age 19.

The campaign made teens aware of the risks and dangers they are at and that they are putting other drivers at. Students would see videos and documentaries of teens involved in texting and driving accidents and how so many people were effected by it. Students would engage in our campaign activities and be able to become involved with our campaign in a fun way while learning. Teens were influenced to become safer drivers because of our campaign. They were truly influenced and were not aware of the dangers of texting while driving. They knew they never wanted to contribute to this growing epidemic. Students didn't want their friends, themselves, or their loved ones becoming one of the 11 teens that die everyday due to texting and driving.

With the grant, we were able to purchase campaign supplies that would get more students involved with our campaign. We knew students would want to get involved and learn more about the dangers of texting and driving if they were getting something in return. We put together many ideas and came up with three important events to get students involved with our campaign. We had three main events that helped our campaign become as influential as it could.

Events

Event #1

Our first event was taking our campaign on the road to three other schools. As Milan High School was the base of our campaign, we knew we wanted to reach out to more students and make more teens aware of the risks and dangers of texting and driving. Our campaign was successfully able to reach Milan High School, Dundee High School, Ida High School, and Airport High School. These high schools were visited between December, 2013 and February, 2014. Going to these schools allowed us to reach about 2,000 students from our primary target market. At each school the same type of activities took place. Each high school was given campaign supplies, videos, statistics, and more by the grant we were given.

Event #2

Our second event was showing the same videos at all the schools involved. These videos were the "It Can Wait" documentary and the Ford Driving Skills for Life. The videos were shown to students during their first hour class. After the video was shown, each student was given one of our awareness wristbands. The wristband was a red silicone, that had our campaign name and slogan on it. After the videos, students were more interested in the campaign because they were now aware of how dangerous distractive driving is and they wanted to get involved because they saw the things they could do after the campaign.

Event #3

With the grant, we purchased things that would help make our campaign more effective by getting more students involved. With the campaign supplies we put together a no texting and driving awareness week where each day of the week was a different activity that students could participate in. Our no texting and driving awareness week took place at all high schools in January. To tell the students about the upcoming week, we spoke at the December, school wide Christmas assembly.

Monday: Students that helped run the campaign, and staff wore statistic stickers. The stickers had a statistics about texting and driving on it. This made other students aware of the dangers of texting and driving and also made them ask questions to the people wearing the stickers.

Tuesday: We asked students and staff to wear red to support the no texting & driving cause. The students who wore red were put into a drawing for a \$15 gift card to Taco Bell or McDonalds. Thirteen gift cards were given away.

Wednesday: The gift card winners were drawn on Wednesday and given their prize.

Thursday: During lunch, the students helping with the campaign gave trivia questions to other students. The students that participated in trivia, and got the question correct, were given a red awareness ribbon to put on their bags that would help them for Friday's activity.

Friday: Free popcorn was given to the students that could show that they put their red awareness ribbon (from Thursday) on their backpack, bags, etc. so the campaign wouldn't just die out. To receive the free popcorn we also asked students to sign the pledge not to text and drive. Students (from our target market) that signed the pledge were given one of our pens.

Ford Driving Skills for Life & AAA Keys2Drive involvement

During our campaign we used Ford Driving Skills for Life and AAA Keys2Drive in several ways. The first way we used Ford Driving Skills for Life was by including them in the overall campaign logo/slogan that was put on most of the campaign supplies. We also showed the Ford Driving Skills for Life video to all students during their first hour classes. We had two newspaper articles about our campaign. One featured in the Milan Newsletter and one in the Milan Eagle newspaper. During both newspaper interviews we talked about how we got the grant from the sponsors like Ford Driving Skills for Life. Not only did we have newspaper articles, we also interviewed with an Ann Arbor radio station- WLBY1290.

We also used AAA Keys2Drive in our campaign. As we talked about it in both of our newspaper articles, we mentioned how it played a big role in our campaign. "AAA Keys2Drive" was also labeled on the light board we displayed in our school. Not only was the Ford Driving Skills for Life video shown to first hour students, but so was the AAA Keys2Drive. The WLBY1290 radio station also asked how AAA Keys2Drive was a part of our campaign along with Ford Driving Skills for Life.

Community outreach & media involvement

Because community outreach and media involvement would help our campaign tremendously we knew we had to expand our campaign as much as we could. To involve the community we had meetings with the Milan Chamber of Commerce, went to Chamber of Commerce breakfasts and spoke about our campaign, and walked in the holiday parade with the Chamber and we spread the news about the campaign to people at the parade. The Chamber of Commerce played a big role with our campaign but we also put fliers in several local businesses stating statistics about texting and driving, who we were, what we were doing, and how we were doing it. The media involvement with our campaign was the two newspaper articles in the local Milan paper. The biggest media piece we had with our campaign was our radio interview with WLBY1290. To reach our secondary target market we also made Facebook and Twitter pages. Our Facebook page was popular with almost 240 "Likes". This radio interview was heard by many people as it was an Ann Arbor station. We talked about our overall campaign and what we did to try and stop this growing epidemic.

Evaluation

Overall, with our campaign we had a great turnout and we were glad we were able to reach so many students with our campaign. The grant allowed us to purchase things that would make our campaign more effective and fun for students to get involved in. Our events really helped expand our campaign as well. Our goal was beyond reach when we had over **1,000** students sign the pledge not to text and drive! We were glad we got the chance to have involvement with the media and the community in several different ways. We hope we've made a difference! "Arrive Alive, Don't Text & Drive!"